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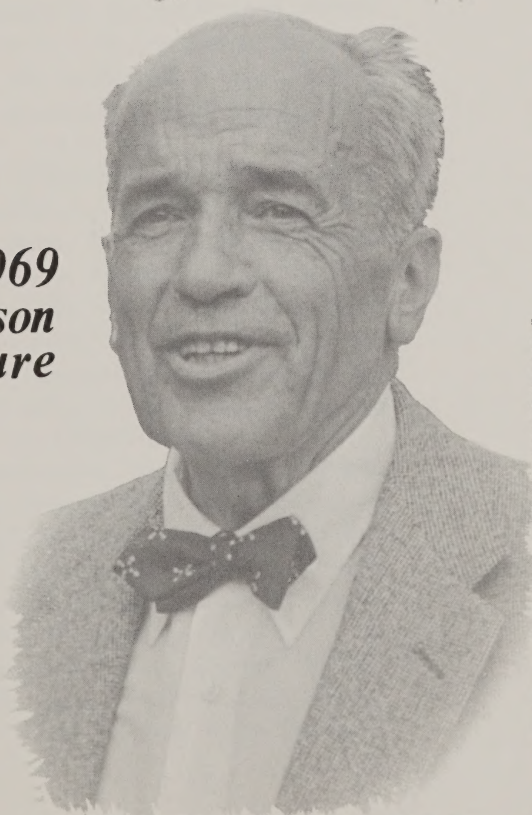
EMOTIONAL, ETHICAL, AND ECOLOGICAL RESPONSIBILITIES TOWARD THE ENVIRONMENT

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*The 1969
B. Y. Morrison
Memorial Lecture*



AGRICULTURAL RESEARCH SERVICE

U.S. DEPARTMENT OF AGRICULTURE

June 1969



The B. Y. Morrison Memorial Lecture was established by the Agricultural Research Service of the United States Department of Agriculture to recognize and encourage outstanding accomplishments in the science and practice of ornamental horticulture...to encourage its wider application to improve the quality of living...and to stress the urgency of preserving and enhancing man's environment.

B. Y. Morrison (1891-1966) was a many-faceted man—a scientist, landscape architect, administrator, plant explorer, author, and lecturer. A pioneer in ornamental horticulture, he was the first Director of the National Arboretum, today one of the world's great botanic research and education centers. He gave the American public dozens of new ornamental plants, including the well-known Glenn Dale azalea. He did much to advance the science of botany in the United States.

Morrison's plant exploration trips to the Orient, Europe, and Latin America made him a nationally known authority on foreign plants. He was one of the first Department officials to encourage introduction of ornamentals. His popular publications were among the first to promote plants to enhance the beauty of the land.

The 1969 Morrison Lecture was presented by Mr. Patrick Horsbrugh at the annual meeting of the General Federation of Women's Clubs on June 3, in Cleveland, Ohio.

EMOTIONAL, ETHICAL, AND ECOLOGICAL RESPONSIBILITIES TOWARD THE ENVIRONMENT

By

Mr. Patrick Horsbrugh

INDIVIDUAL INVOLVEMENT

My subject is nothing less than the condition of the environment of this Nation. My commitment is to arouse American opinion to the most imminent disaster of environic sterility that confronts you as a result of the years of flagrant disregard for the natural factors and forces that retaliate against those who trespass upon the delicacy of the natural orders. My purpose is to identify the women of this country with the sanctity of stewardship in safeguarding the environmental standards that are so vital to wildlife security, and to personal and social well-being.

It is very appropriate that this subject of environic condition should be raised by the U.S. Department of Agriculture in the name and honor of that brilliant horticulturist, Benjamin Morrison. A man of his sensitivities must have been most deeply aware of the desperate need for a better appreciation of the indivisible unity and uncompromised quality of the air, the soil, and the water without which his specimens would not thrive, and without which humanity itself would perish. It is timely, too, that the General Federation of Women's Clubs should concentrate its immeasurable volunteer energies and actions upon the disreputable state of the inhabited scene in its determination to encourage Individual Involvement in the redemption of urban and rural scene, and in the protection of wilderness resources.

Indeed, this issue of environic condition is, without doubt, the most urgent subject confronting organized society, everywhere. It is common to all peoples alike, no matter what may be their standards of health, education, or aspiration. Upon the condition of the environment all else depends, and the natural chemistry of environic disintegration represents the most persistent, potent, all-pervasive force yet encountered in the demise of civilizations. Heavy is the hand of natural retribution.

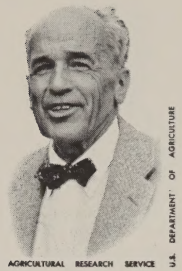
I do not intend, however, to respond to this most welcome invitation by lamenting the conditions that prevail. I prefer, instead, to raise three positive issues for your consideration. These issues may quicken the pace of your devotion to the policy of Individual Involvement, which you have already set as the theme of personal action for the current session.

These issues concern our Emotional, Ethical, and Ecological Responsibilities toward the Environment. The words are deliberately chosen to emphasize those factors which do not seem to have received proper appreciation, but which are fundamental to any understanding of the constant messages which the natural and artificial environments reflect upon our ambitions.

The words are very different in their meaning, and are unlikely to be juxtaposed in terms other than that of environic crisis. I hope that their careful selection and inherent implications will stir our most distinguished reactors, representing industry and administration, to provocative responses, for I have a special requirement of each of them.

EMOTIONS

Environic condition is essentially an emotional subject, and I wish to recognize the value of this too-much-derided force which is so immediately responsive to surrounding conditions. Emotional reactions are aroused



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by the basic instinct for survival. And since our expectations of personal and social survival are now so endangered by the environic consequences of human behavior, I do not hesitate to begin with this sensitive subject of human emotion in general, and of feminine emotion in particular, for I regard emotion as the most vital extrasensory perception with which we are endowed.

It is time, also, that we respected the instinctive disquiet that is shown by certain of the more earnest "retreatnik" philosophers and rallied those distracted emotional energies which defy legal description, psychological category, or social standard. It is this same emotional response which is so mysteriously aroused by the indefinable "presence" of beauty, and so depressed by the "absence" of beauty.

We should no longer be embarrassed to refer to the emotions when discussing basic social forces, environic prospects, and personal aspirations. The term embraces, also, moods and motivations ranging from patriotism and social service to justifiable pride in achievement, from individual independence to responsible involvement. It is exactly the right word to convey that state of sensibility and depth of feeling required for the compassionate interpretation of the circumstances of which we are part.

No one understands the value of the emotional responses to the scene better than Mrs. Lyndon Johnson, who gave the first B. Y. Morrison Memorial Lecture in Portland, Oregon, last year, thereby establishing the high position and purpose of this occasion. She has identified this basic impulse for beauty with unerring instinct, and has striven with tireless energy and conviction to extend the obvious emotional enthusiasm for trees and flowers into a broader appreciation of the landscape as a whole.

No amount of concentration upon detail can improve street conditions if the land-use strategies are deficient. No trivial titivation will redress the environic damage which now threatens the Nation in all its majestic entirety.

ETHICS

It is clear that emotional forces need to be tempered by ethical standards, and we are in desperate need of revised concepts of personal and social behavior towards the land and landscape. In brief, we must realize that henceforward we can no longer plan the landscape for selfish human convenience alone. We now bear the responsibility for the continuity of all other species, and have the discriminatory power of protection, cultivation, or destruction of everything that attracts our attention. We can measure the chances of our own survival by the ecological responses that arise from our choice of land-uses, and the morality of our motives represents a logical extension of man-to-man behavior and touches all that is within our reach.

Your theme of "Individual Involvement" has never been more relevant. I wish to emphasize, however, that your program of actions must project further than the human associations which are implied, and undertake the responsibilities toward the environment to ensure that improved human harmony with those natural forces for which Mrs. Johnson has pleaded so eloquently. Such involvement is essentially a matter of ethical evaluation governing the human conduct and the determination of right and wrong in human relationships with the biospheric elements no less than with other humans.

ECOLOGY

The concept of environic totality is obvious enough, but it needs reemphasis; for in our sophisticated legal conformities, we are bound by the insistence upon the division of lands, the limitation of administrations, and the sanctity of ownerships. All of these are divisive in territorial effect and fatal to the speedy redemption of sullen skies, of rancid rivers, and of refuse-laden streets,



those faith-destroying features of our principal social achievements, our cities.

POSSIBLE PROGRAMS OF ACTION

Madam President, it is my privilege to suggest to you, and to your General Federation of forward faith, three interrelated but distinct programs of simultaneous action. You may care to foster them if they should prove sound in the opinion of our experienced reactors here assembled, and if they should find favor with your membership.

The first program recognizes the importance of priorities and is Educational. The second establishes the scale of the operations as being International. The third concerns the public acceptance of environic responsibility and is Organizational.

Each proposal represents an individual challenge to personal involvement. Each proposal is singularly suited to the competence of women. Each undertaking offers special opportunities for leadership by the women of this Nation in revising the ethical standards of behavior toward the natural and man-made enviria.

I submit to you, therefore, that the prime objective in environic comprehension is that of systematic inventory and assessment of conditions as they are, measured within the context of recorded history. Without a review of resources and conditions, it is impossible to determine the degree of crisis that exists or the interrelationships between the factors. It is also impossible to appreciate the interplay of forces past and prevailing, or to anticipate the likely natural retributions of the future.

EDUCATION

Any such review implies search, research, and instruction involving all ages, of every society—conscientiously, consistently, continuously.

In asking for your assistance in establishing the priority of environic studies in educational curricula throughout the Nation, may I declare that of all the subjects of human significance offered by the educational institutions of these United States, none is of greater importance than that of environic sensitivity.

Our capacity to accommodate the human races—in all their oppressive numbers and diverse demands—with the least disruption of the ever-moving ecological systems of thrust and adjustments is becoming evermore difficult to attain.

Yet there is no subject that receives less academic or public attention in proportion to its seriousness than that of environic quality and condition. In this persistent ignorance of environic circumstances lies the prime cause, I suggest, of the demise of every society of which we possess record. This includes the ancient cultures of the valleys of Mesopotamia, the Indus, the Mississippi, the Nile, or the Yangtze Kiang onwards—until it is now our turn to be confronted with the consequences of inherited and present transgression upon the biosystems.

I plead, therefore, that this Federation might respond to President Nixon's appeal for the voluntary enlistment of citizens to combat poverty by seeking an Executive Order for the creation of a National Environic Commission. This Commission should ensure that the subject of Environics be introduced immediately at every level of instruction throughout the educational systems, public and private, collectively, starting with infants of kindergarten, including institutions of advanced studies, and involving existing organizations for adult education. Poverty is the human price of environic misadventure and is indivisible from it. A fresh intellectual objective—cultural, ethical, and natural—is needed if we are to achieve any revision of standards of human behavior towards the environment, for the benefit of urban life, ecological regeneration, wildlife habitat, and wilderness.



There are very few who are in any way qualified to rise to such an educational challenge, but this is a period of extraordinary social distortion and it offers us the magical opportunity to learn something fundamental from each other, together, simultaneously, and irrespective of age. This is a rare moment when the instructor-instructed relationship can be replaced by a collective humility of common purpose enforced by dire emergency. There are those who sense the emotion of this emergency, and it is this extrasensitivity that I wish to seek and to harness for the crusade to identify, protect, and redeem the cancerous environic conditions that are rising to overwhelm us. It is in such crises that unsuspected talent emerges from unexpected quarters, and an Executive Order for a National Environic Commission may be the means of bringing it forth.

Fortunately, there is much evidence of such talent already in practical operation, even though it may not be formally trained in social and ecological subjects. During an informal workshop on Conservation and Outdoor Education, at Pokagon State Park, Indiana,* I met many volunteer teachers and parents who had come to profit from the park's facilities, which were designed to stimulate interest in the natural scene for the enrichment of curricula.

Similar accommodations are now to be found across the Nation—from the studio-museum overlooking the geological wonders at Dry Falls, Lower Grand Coulee of the Columbia River, Washington, to the Marine Science Station, Crystal River, Florida. Such facilities are now essential to the educational advancement of the city inhabitant whose circumstances are now so artificial that the terrestrial, oceanic, and atmospheric realms need to be shown and interpreted as a special social obligation. We

*Sponsored by the Curriculum Office of the State Superintendent of Public Instruction, Indiana, April 1969.

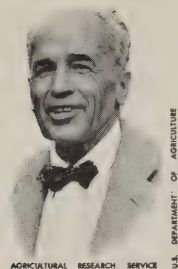
make a profound error by concentration upon urban affairs in the attempt to grapple with the crisis of the convulsive city, as distinct and separate from its environic context. City and country represent one continuous fabric, and society needs the interaction of both urban excitement and rural tranquility in proportion to the intensity of population pressure that the cities generate.

TELSTAR OPPORTUNITY

Especial reference must be made, here, to the potentialities of TELSTAR, an instrument of extraordinary influence in translating environic information for all equipped to receive a visual message that is seemingly personal in scale, yet global in extent. The opportunity that Telstar affords for United States leadership in conveying the environic urgencies is momentarily beyond challenge. This temporary advantage should be used to express this foremost international dilemma of our time, a predicament which we share in common with all nations, irrespective of cultural standing or geographical location.

Here then, Madam President, is the first issue of environic education which the Federation's own Departments of Education, Conservation, and Public Affairs may care to consider as relevant to their own programs of promotion. It would seem that you are prepared already to crusade for studies in environic comprehension such as those begun by the new Consumer Protection and Environmental Health Service of the U.S. Public Health Service.

(Our reactor, Mr. John G. Martland, Vice President, Green Giant Company, who serves on several education committees, will, I hope, respond to my plea for action upon the priority of educational emphasis on environic studies and test the validity of such basic popular instructional facilities.)



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STUDENT INTERNATIONAL ENVIRONIC ASSEMBLY

There exists, in this country, a long history of international youth-service organizations ranging from the original British Boy Scouts and Girl Guides to Camp Fire Girls, 4-H Clubs, and the Peace Corps. It is within these groups that initiative is fostered. I believe you would wish to inspire these enthusiastic resources anew in response to the environic emergency.

An immediate opportunity now presents itself for action to be taken in the service of the United Nations. Last December, the General Assembly adopted a resolution proposed by Ambassador Sverker Astrom, the Swedish Permanent Representative, calling for a U.N. Conference on "The Problems of Human Environment"* to be held in 1972. I believe that this Federation should consider the wisdom of encouraging the promotion in 1971 of something in the nature of an "Arising Generation Commitment Conference" to precede the U.N. event.

The procedures of the United Nations are not unknown to the students of today. The galvanizing effect of a student assembly on environic responsibilities preceding a major international gathering can be imagined.

Ambassador Astrom has recommended 20 carefully reasoned issues for the attention of the U.N. Delegates, all of which touch directly upon student sensitivities. It is essential, I believe, that the imaginative sweep of these proposals should reach beyond those already committed to such concepts and become the cause of student expression also. Indeed, it should be realized that the value of all the tenets of social conduct which we have inherited on the ethics of man-to-man behavior and of

*Agenda item 91, November 6, 1968. Resolution Adopted by the General Assembly, December 6, 1968.

man-to-society accord now depends, entirely, upon the condition of the environment forming the context of the association.

If the environment is sour, so too are the human responses; if wastage burdens the economy, the social objectives are obscured; if the ecology is laid waste, organized society perishes. Upon healthful environic condition all else depends. The Tablets of Moses, the Declaration of Independence, and the Universal Declaration of Human Rights have no value whatsoever so long as the ethics of man-to-environment behavior remain undefined and the imperative laws for the protection of environic quality are denied. Ambassador Astrom, in his concern for the maintenance of the natural conditions of the biosphere, requests that the U.N. should "consider the advisability of a Universal Declaration on the Protection and Betterment of the Human Environment."

Here, then, is an especial but passing opportunity for the youth of the Nation to express their instructive ideas and observations in a national precursor conference. This should cover the entire range of conditions and intentions respecting human enviria, wildlife habitat, and the conservation of spiritual and material resources. This should enable us to better appreciate the competitive frictions that destroy such amenities and to re-examine the relative values between necessity and desire in the limitations of context.

In particular, a Student International Environic Assembly should expose and explore the ethical issues arising from the human "right" to enjoy environic qualities to be held in balance with ecological "rights" protecting those qualities from human imposition. The Assembly should review the morality of "waste," the social mores that "wastage" seems to produce, and the legal limitations of waste dissemination. A generation bred in affluence should produce differing standards of value and fresh concepts of near closed-cycle systems of waste



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re-uses to replace the wayward practices of supposed disposal.

Can you imagine any ethical issue more urgent and more likely to draw together the diverging social aims that now separate the age-expanding populations—the Flowerfolk, the Hipnomads, the Ghattocrats, and others who are genuinely rebellious against the practices which have systematically spread scenic devastation throughout city, suburb, and country alike? Can there be any subject more likely to establish a common cause between the gap-riven generations and the historical protection societies such as the National Trust, or the conservation councils such as the Sierra Club or the National Audubon Society? Can there be any circumstance more imperative than that of environic condition, upon which youth and age, instinct and experience, inspiration and administration should join in the name of social survival? For that, ladies of the General Federation of Women's Clubs, is the simple warning that confronts us during our remaining lifespan. We are already in "the red."

THE GLASSBORO RECOMMENDATION

For those who hanker for historic precedents, the idea of an international event devoted to the conditions of the environment may be attributed to President Johnson. In his emphatic commencement address given at Glassboro State College last summer,* he proposed "... that the United States scientists join with the scientists of the Soviet Union and other nations to form an international council on the human environment." You will recall that this proposal was made one year after the high-tension meeting with Chairman of the Council of Ministers of the

*"Return to Glassboro," address given at the commencement exercises, Glassboro State College, New Jersey, June 4, 1968.

Soviet Union, Aleksei Kosygin. While scientists may exchange with scientists in amicable terms, the need is for peoples also to exchange ideas about these urgencies, and no one will deny the advantages of beginning that exchange at the earliest possible age.

In recognition of these passing opportunities, Madam President, the General Federation might care to challenge the present mood, motivation, and merit of the youth of this Nation, and to galvanize those of purposeful disposition to organize themselves for expression on the enviroic state of the country. By such action, others may witness the resolve of this generation in their response to the U.N. initiative, and for the effective educational uses of Telstar.

It would seem that your Junior and Juniorette organizations are eminently suited for the encouragement of such a proposition and could receive assistance from your Public Relations and International Affairs Departments. Such a preliminary event should serve to assess the issues, determine the priorities, propound the policies, and re-establish ethical convictions governing human responses to enviria of every kind in their indivisible totality.

(Meanwhile, I hope that our reactor, Dr. Edward Koziacky, Director of the Conservation Department of the internationally known Olin Mathieson Chemical Company, will be inclined to discuss the merits, timing, funding, and organization necessary to ensure success of such a venture.)

ENVIRICULTURE

As the Department of Agriculture is the official instrument of Government which fosters the farming economy and the cultivation of crops and livestock, it is the obvious agency to inspire and promote the concept of environmental cultivation also. Since agricultural specializations depend entirely upon the state of the environ-



ment, there is an obvious argument which recognizes the advantages of cultivating the scene, no less than the crop, depending upon regional characteristics—urban, rural, and wilderness—under a program of Envirculture.

The prospects of envirculture will depend upon the creation of an independent lobby whose purpose would be to define, defend, and promote the qualities and health of the environment, in all its natural diversity and man-made variations. A healthy environment is the fundamental basis of any system of social development, wildlife security, and ecological continuity—as an indivisible totality.

The renowned horticulturist, Benjamin Morrison, in whose honor this series of memorial lectures was established by the Agricultural Research Service of the Department of Agriculture, may have developed similar opinions on what might be done. His special talents and devotion to the introduction of exotic plants and to the hybridization of herbaceous and ornamental shrubs must have made him acutely aware of the advancing environic crisis. Those who work with the microscopic detail of plant pathology, such as the eradication of wheat rust from the barberry-growing regions, upon which Mr. Morrison was engaged, must perceive the early signs of environic disorders and raise the signals of social danger.

These advance alarms were marvelously expressed in the '20's and '30's by that most penetrating political cartoonist J. N. "Ding" Darling of The Des Moines Register. His brilliant drawings so clearly foretell the consequences of the persistent befoulment of his own time, so persistently continued.

A NATIONAL INSTITUTE OF ENVIRCULTURE

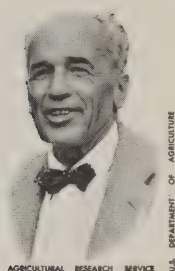
Of talk and argument there has been enough. We are aware of the dangers. We have some technological skills. But we still do not possess the necessary organized

momentum of decisive action. It is necessary to form an independent nonpartisan association in order to propagate the concepts of envirculture. It is necessary to encourage the 150 various conservation societies of the Nation and to influence the departments of government—Federal, State, and Municipal—through a system of watchful authority in the effective fulfillment of their duties of territorial stewardship.

I want you to consider, therefore, the advantages of a National Association Of Envirculture, an independent dues-paying organization open to all, nonprofessionals and professionals alike, who are concerned with this vital need to “cultivate” the national scene. Such an association is not intended to duplicate the work of those groups now fighting so valiantly in the defense of particular features of the national treasury of natural and man-made beauty; rather, it would supplement their endeavors by insisting upon lasting ethical values instead of those of transitory political and financial gain.

Surely the ultimate in ugliness has been achieved in the North American city, and for a moment this cult of the hideous has proved to be very profitable. But such vulgar triumphs are now seen to be a dubious achievement and the continuing investment in the ugly must cease. There must be some proof against the successes of environic outrage. Some organized force of voluntary labor is still required to champion the causes of environic seemliness, especially in the neglected smaller communities of the Nation.

President Nixon has recently appealed for the recruitment of millions of volunteer citizens who, it is claimed, “stand ready to serve and to help, eager to know what they can do and how they can do it.” Their labor is intended to assist the work of his proposed cabinet-level Environmental Quality Council. The President has shown the immediacy of the political need. The opportunity for women is obvious. The request is awaiting your response.



Those who are concerned with the renowned National Trust for Historic Preservation in defense of the architectural heritage know that this organization would be of great relevance in developing an Association of comparable purpose—one that is addressed not only to historic features of the Nation but also to the environic prospect as a whole. Further evidence of the need for such an organization may be found with The Civic Trust in Great Britain, founded in 1957 by the Rt. Hon. Duncan Sandys, at the behest of Sir Winston Churchill, whose painterly eye was well aware of the destruction of beauty of every kind.

An entirely new ethic is required upon which to raise a civic sensibility toward the elements of the scene—human, animal, and ecological—and to establish a social value rather than a financial “price” upon the seemingly priceless. It is unlikely that such standards can be expected from government agencies whose efforts are entirely devoted to the day-to-day tasks in the administration of inherited laws that they have been elected or appointed to maintain.

THE SUPREME OPPORTUNITY FOR THE LEADERSHIP OF WOMEN

You will have caught, by now, the direction of my argument—that the women of these United States now face the supreme opportunity of the generation—that individually and collectively they possess the necessary variety of experience, talent, and capacity to provide the drive and inspiration to create a National Association of Enviriculture.

A perusal of the lists of activities of the General Federation of Women’s Clubs convinces me of this, Madam President. This vast organization, united in its diversity—with its many overseas associates, its Junior Clubs, and its Juniorette Clubs—represents a force of

forward faith that is probably without parallel, and preeminently suitable to proclaim a crusade of cultural, ethical, and natural appreciation. Your Charter of 1891 expressly calls for the promotion of education, moral values, civics, and public welfare, the very ingredients which I describe as "enviriculture."

While I stress the basic thrust of emotion, I want to be no less emphatic about the practical capabilities of women. I refer specifically to some of your joint programs with several of the foremost industrial and commercial interests of national and international significance. For example, Shell Oil, Reader's Digest, Sears-Roebuck, and Citgo are each able to assist in any envircultural works you care to undertake.

It has been my privilege to be concerned with the promotion of several environmental protection and education programs where women have provided the original inspiration. They have fought sluggish authority, outwitted real-estate investors, raised funds, scrapped with lawyers, suffered from savage enemies, and yet maintained momentum until success was achieved. Permit me to mention just one such campaign, that which created the Texas System of Natural Laboratories, Inc., in which 22 of Texas' leading educational institutions have now joined. This consortium of institutions now benefits from the exceptional ecological qualities of a tract of land near Austin, whose treasury of life and information was almost lost forever. This self-sacrificing campaign was the original and sole work of one woman, whose practical vision and sound sense have set a standard to which other women have rallied to ensure speedy success.

As a result of similar personal experiences in Texas, Nebraska, Illinois, and here in Ohio (Glen Helen National Monument, Yellow Springs), I am convinced that a nationwide crusading organization is required. It is needed to supplement local campaigns to stimulate local initiative to further action, under the practical enthusiasm of "woman power." Why not?



Moreover, the placid nature of those who plead the cause of envirology is temperamentally unsuited to the clash of arms that arise from the conflicting demands of industry and other vital land uses. At this moment of militancy, there is no alternative—other than that of collective pressure—to insist upon respect for environic values. A special attempt should be made to identify the opinion of women with such conditions and policies, because this is basic to their home-building instinct and responsibility.

You may care to be reminded of the influence of women upon living conditions during the pioneering days—a period recorded so eloquently by Professor Dee Brown in his book, "The Gentle Tamers," a fascinating revelation of feminine courage and stalwartness.*

It was the women, it seems, who responded most heroically to the hostile landscape of those days. I believe that it will be the women again who will respond most vigorously to the now vengeful hostility of the envirium that has been provoked by our wayward material competitiveness. The unrecorded costs of such materialism should be remembered. While it has made this Nation momentarily the envy of others, raised standards of life temporarily beyond general expectation, and brought transitory benefits, we cannot deny the loss of enviral health, the sacrifice of aesthetic seemliness, and the evaporation of spiritual conviction.

Your basic pioneering and home-building instincts are the most powerful motivating force available with which to galvanize this Nation into further action for the tremendous environic housecleaning that must proceed at once. I believe that a women-sponsored, nonpartisan, independent National Association of Enviriculture can provide the political, financial, and social leverage necessary to compete with the careless causes contending for

*Professor Dee Brown, "The Gentle Tamers," Putnam's, New York, 1958.

the "right", to use the Nation's resources for their sectional and selfish benefit.

It would seem from your fine record that such actions are not new to this Federation. In the last 2 years, you have adopted resolutions pleading for air and water pollution controls. Your recent appeal for water pollution controls had its origin in action taken by your predecessors as long ago as 1900, while your latest resolutions on highway development and beautification arose from forethought expressed in 1954 and 1957. Indeed, you are to be congratulated upon your early environic awareness, and it is upon this sound evidence of instinctive action that I challenge the women of this Nation, through the General Federation of Women's Clubs, to quicken their pace in the protection of the elements in which you expect to survive.

The Secretary of Agriculture, Clifford M. Hardin, has just given expression to President Nixon's agricultural economy program of "opportunity and abundance" requiring "an honest and explicit recognition of the importance of a sound agriculture to our national well-being. . . ."*

What opportunity can there be for "abundance," while the necessary envircultural stability is forfeited to other demands of incidental commercial advantage, recreational whoopee, and even bad farming practices such as in the careless use of pesticides?

While so much attention is being devoted to urban affairs, I am grateful for this chance to stress the importance of rural context. Urban vitality depends upon agricultural ecosystems and industrial land-use economies that develop and conform to a near closed-cycle routine of self-digesting "waste" in the continued processing of materials, and upon ready access to the spiritual refreshment which the natural landscape provides.

*Secretary of Agriculture Clifford M. Hardin, "Secretary's Goal - An Agriculture Keyed to Opportunity and Abundance," Hot Springs, Arkansas, March 18, 1969.



In the interests of social stability, city and country must now be seen as complementary in this "one Nation, under God, indivisible. . . ."

(Our lead-off reactor, Dr. George Irving, as administrator of the Agricultural Research Service, represents the Nation's largest industry in which more persons are employed than in the utilities, automotive, steel, and transportation industries combined, and whose cultivated fields are frequently absorbed by industrial expansion. Consequently, Dr. Irving is better able than most officials to advise upon the need for an independent "enviroic lobby" as part of the process of responsive democratic government.)

SUMMARY

In summary, I suggest that since the General Federation of Women's Clubs exerts an influence abroad, it is essential that you should be able to meet the mounting foreign criticism of American motives with convincing evidence of what you intend to achieve here at home by the means of consistent, purposeful programs of individual involvement.

The acceptance of the challenges of the Emotional, Ethical, and Ecological Responsibilities towards the Environment—to which women's sensitivities are known to respond with sympathy—can provide you with such evidence. It is one of the conundra of human history that the domestic order for which the women are responsible in the home has been allowed to expand no farther than the seemliness of the surrounding yard. While the male instinct may concentrate upon invention and construction, the female instinct is devoted to the maintenance of standards, and at this moment it seems to me that the prowess of the one has outstripped the powers of the other. I have no hesitation, therefore, in addressing you upon the physical state of the Nation, and in suggesting

actions which I believe to be necessary for the redemption of the environic health of this land, once so beautiful, stretching subdivided, from sea to murky sea.

You will permit me the special privilege of reminding you that in only 7 years' time, you will be inviting the world to rejoice with you in celebrating the bicentennial of nationhood. It is imperative that your visitors of 1976 should not observe that the tyranny of a remote political power has only been replaced by the tyranny of an immediate economic system that has submerged both people and territory in an environmental agony that is laying waste the most magnificently varied landscape ever to be governed by one system of freely uniting States.

When architect Thomas Jefferson revised John Locke's phrase of "life, liberty and property"* to read "life, liberty, and the pursuit of happiness,"* he was aware, in his determination to describe those certain unalienable "rights," of the immensity of this continent and its emotional challenge to movement, scenic enjoyment, and the spiritual fortification that such splendour inspires. He was rejecting the prohibitive prospects of "property." No matter who owns what, and under what laws property may be held and how it may be used, there is always the overwhelming responsibility of boundary-defying environic condition.

Landscape architect Benjamin Morrison must have been acutely aware of the significance of environic influence on his many horticultural experiments during his 28 years' service with the Department of Agriculture as Senior Horticulturist and Director of Plant Introductions, and later as first Director of the National Arboretum in Washington. People, like plants, will thrive only within a narrow margin of tolerance, and you should not be deceived by those who would persuade you that people are the most adaptable of creatures. While great feats of

*John Locke, *Two Treatises of Government*, 1690.

*Thomas Jefferson, *Declaration of Independence*, 1776.



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individual endurance confirm the possibility of human hardiness, the evidence of social demise from environic change is too great to be ignored at this period of intensified test.

It is clearly time that those unalienable Rights of the Declaration of Independence be confirmed, as Ambassador Astrom proposes, by a Universal Declaration on the Protection and Betterment of Human Environment to ensure that future conditions will indeed permit the "pursuit of happiness."

Through the courtesy of the Department of Agriculture, I am privileged to address this 78th Annual Convention of the General Federation of Women's Clubs as a foreigner, a subject of my Sovereign Lady, Elizabeth II, and to speak to you upon issues that are of supreme national importance. Notwithstanding this possible impertinence, I plead with you to concentrate your energies upon the priority of environic condition which controls all other natural and human circumstances.

There is a rising tide of opinion in Congress devoted to the causes of environic protection, seemliness, and territorial redemption, led by Senators Nelson, Bayh, Jackson, Tydings, McGovern, Williams, Yarborough, and others who deserve your support in their work upon which sound urban rejuvenation must depend.

I would like to see an extension of The Morrill Act of 1862—that most outstandingly successful educational and agricultural program ever to have been accomplished by any democratic system of Federal and State governments, which has contributed more than any other enactment to the educational, scientific, and cultural preeminence of these United States—whereby the study of agriculture is supplemented by a comprehension of envirculture.

I now look forward, Madam Chairman, to the observations of our distinguished reactors, and to the responses from your membership regarding my recommendations

concerning Individual Involvement in the Emotional, Ethical, and Ecological Responsibilities toward the Environment, comprising three actions:

1. The development of instructional programs in Environics, the study of biospheric condition and hygiene, at all grade schools, institutes of advanced learning, and adult educational systems.

2. The promotion of a student-run International Conference On Environics in the U.S. in 1971 to encourage the United Nations Conference on the Problems of Human Environment proposed by the Swedish Representative.

3. The creation of a National Association On Environiculture for the promotion of environic comprehension by the people, and the encouragement of Congress, State legislatures, municipal councils, and all other organizations in their determination for environmental understanding and harmony.

Ladies, reactors, "the dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new so we must think anew and act anew. We must disenthrall ourselves, and then we shall save [the condition of] our country."^{*2}

^{*2}2nd Annual Message to Congress, December 1862, Abraham Lincoln.

The 1969 B. Y. Morrison Memorial Lecture was delivered by Mr. Patrick Horsbrugh, Professor of Architecture at Notre Dame University, internationally known for his work in environmental planning and design.

Professor Horsbrugh's most recent achievement has been the creation and development of the University's Graduate Program in Environic Studies. This program, which covers urban and regional planning and design, is especially intended to encourage leadership in understanding, controlling, and managing natural resources. The program is an outgrowth of his profound interest in education in environmental planning and design—not only for students and future leaders—but also for professional planners and lay people.

An articulate spokesman for his cause, he has lectured extensively both in this country and in Europe. He has served as visiting critic in architecture and related subjects at numerous universities, including Harvard, University of Illinois, and University of Toronto. His articles are widely and frequently published. They cover a wide range of topics, including historic preservation, transportation, urban significance of vertical flight, barns, values of water, science and technology in urban development, and esthetic values in highway design.

Professor Horsbrugh was born in Northern Ireland and received most of his education in England. Besides his work in education, he is involved in many other projects. For example, he is helping to prepare an international dictionary of planning terms and symbols . . . writing a biography of the English architect Edward Blore . . . investigating geosymmetric domes and others structural forms for enclosing large spaces . . . and studying ways of making films available to planners swiftly and at low cost.

Professor Horsbrugh is a member of numerous committees and societies concerned with improving the quality of life. He has served as consultant to Westminster College, Fulton, Missouri, for the Winston Churchill Memorial; consultant to the Pittsburgh City Planning Commission and the Bridgeport (Connecticut) Chamber of Commerce; and general adviser to the Civic Design Committee, American Institute of Architects. He is an honorary member of the American Society of Landscape Architects and the American Institute of Interior Designers.

The first B. Y. Morrison Memorial Lecture was presented by Mrs. Lyndon B. Johnson at the meeting of the American Institute of Architects on June 26, 1968, in Portland, Oregon.

